

March 27, 2012

New Study from Constant Contact and Chadwick Martin Bailey Reveals Why and How Consumers Connect with Brands Online

Latest research details the similarities between Facebook® marketing and email marketing

WALTHAM, Mass.--(BUSINESS WIRE)-- The reasons that consumers "Like" businesses and nonprofits on Facebook and subscribe to their mailing lists are very similar, according to a new study conducted by [Constant Contact®, Inc.](#) (NASDAQ: CTCT) and research firm [Chadwick Martin Bailey](#). The study, which details the reasons why and how consumers "Like" pages on Facebook and subscribe to email lists, also revealed that consumers are more likely to opt in to receive communications from local businesses than national businesses in email and on Facebook.

"The parallels between email and social media marketing are strong because both are forms of permission marketing," said Mark Schmulen, general manager of social media, Constant Contact. "Whether someone 'Likes' your page or 'Opts-in' to your newsletter, they are effectively giving you permission to communicate; one happens to be in the newsfeed and the other, in the inbox. This study reveals the similarities behind 'liking' and subscribing as well as 'unliking' and unsubscribing. The main reasons people unlike or unsubscribe have to do with relevancy and frequency. Content isn't king. *Relevant* content is king. Effective marketing is about earning your audience's permission and delivering relevant and actionable content without being overly intrusive. This data shows the importance of not just producing great, engaging content, but following best practices and finding the right balance between over-doing it and not communicating enough."

"While consumers decide to opt out of email and Facebook communications for very similar reasons, they also decide to opt in for similar reasons: to receive discounts and special offers," said Kristen Garvey, vice president of marketing, Chadwick Martin Bailey. "Consumers want great offers, and this is good news for marketers. Regardless of whether it comes through email or on Facebook, a great offer can be a front door to new business, and a really good opportunity to begin to build a long-term relationship with new customers."

The study analyzed the behavior of 1,481 consumers ages 18 and older in the United States and revealed 10 key findings:

- 1) Producing content that is not relevant and over-communicating drives consumers to unlike and unsubscribe ([tweet this](#))
- 2) Despite the widespread use of mobile devices, 84% of consumers primarily access email from their computers ([tweet this](#))
- 3) While 30% of consumers access Facebook from a mobile device, 82% prefer their computers ([tweet this](#))
- 4) The organization it is from and the subject line are the top reasons consumers open emails from a business or nonprofit ([tweet this](#))
- 5) Lack of interest and over-sending are the top two reasons consumers do not open emails from a business or nonprofit ([tweet this](#))
- 6) The top reason consumers subscribe to a business's email list are to receive discounts and special offers ([tweet this](#))
- 7) Consumers primarily "Like" Facebook pages for discounts and promotions ([tweet this](#))
- 8) Consumers decide to opt in to email and Facebook for similar reasons ([tweet this](#))
- 9) Over-emailing and irrelevant content are the top reasons consumers unsubscribe from email lists ([tweet this](#))
- 10) A quarter of consumers prefer to opt in to local businesses over national businesses via email and Facebook ([tweet this](#))

"Small businesses clearly have the edge over larger organizations. By comparison, small business owners excel at customer experience and building lasting relationships. That personal touch translates exceptionally well through engagement marketing practices, including both email and social media," said Schmulen. "Relationships are the cornerstone of any business, and they are one of the top reasons that emails get opened. Additionally, a quarter of respondents indicated that they prefer to opt in to

local businesses via email and Facebook over national businesses because of the personal relationships that they have with the organization."

Resources

- Read and download the full report at: <http://conta.cc/GKHRsD>
- Why & How Consumers "Like" and Subscribe [INFOGRAPHIC]: <http://conta.cc/GHUvsR>
- Read and download Constant Contact and Chadwick Martin Bailey's previous reports:
 - 10 Facts About Consumer Behavior on Facebook: <http://conta.cc/oah0eJ>
 - 10 Facts About Consumer Behavior on Twitter: <http://conta.cc/GCi4EU>

About Chadwick Martin Bailey

[Chadwick Martin Bailey](#) is a Boston-based custom market research firm who works with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables.

About Constant Contact, Inc.

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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Media Contacts:

Constant Contact
Erika Dornaus, 781-482-7039
pr@constantcontact.com

or

Chadwick Martin Bailey
Megan McManaman, 617-986-7424
mmcmanaman@cmbinfo.com

or

Investor Contact:

Constant Contact
Jeremiah Sisitsky, 339-222-5740
jsisitsky@constantcontact.com

Source: Constant Contact, Inc.

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